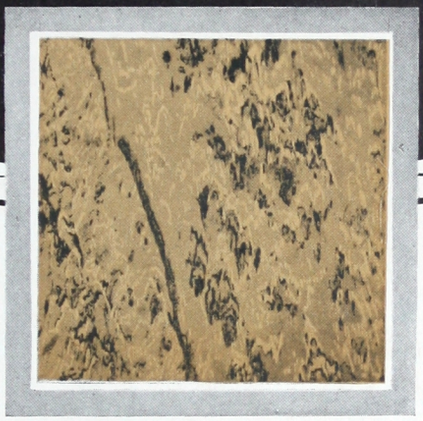
241-L.

AUG 20

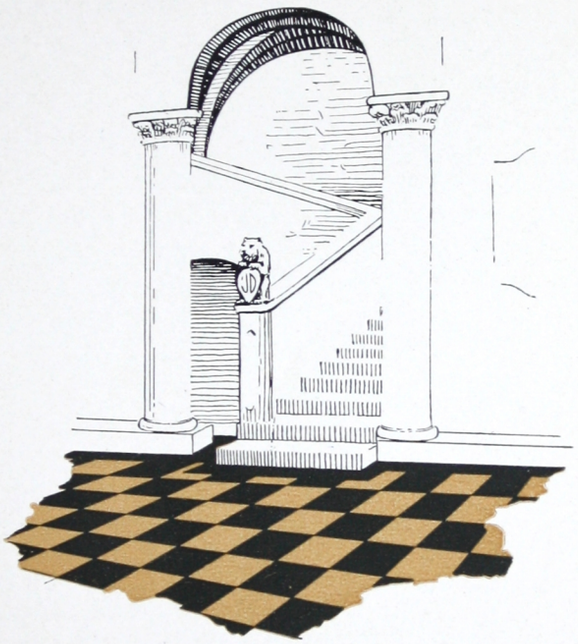
Paralastre

Republic Rubber Tile



Paralustre

Republic Rubber Tile



The

Republic Rubber Co.

Youngstown Ohio.

Caoutchouc—
The Tears of the Weeping Tree

WHEN Columbus discovered America, it might also be said that he discovered rubber, for he was the first civilized man who is known to have come in contact with it. In reporting the details of his discoveries to the Spanish Queen Isabella, Columbus described a crudely made ball of gum with which the Indians played. This was rubber, the first mention of rubber in the civilized world.

The Spaniards, being interested only in the fabled treasure of the newly discovered country, paid little attention to Columbus' mention of the gum. But the French, actuated perhaps, by their own experiences with gums in the manufacture of perfumes, sent an expedition to America and down the Amazon that they might investigate the gum described by Columbus.

They found, as the Spaniards before them had found, that the Indians called the gum "Caoutchouc," (pronounced caw-a-chew) from the native words *caa* (meaning weeping) and *o-chu* (meaning tree). Several legends have been attached to the Indians' origin of the name, but they are not universally accepted as being true. It is more probable that the Indians named the gum *"Caoutchouc"* because it seemed to them as being the tears of a weeping tree.

The gum seeps from the Hevea tree, a tree whose growth demands extreme heat and a long rainy season. When first appearing on the bark of the tree, the gum is pinkish in color and of about the same density as cream; but upon being exposed to the air it assumes a brownish cast.

Whatever motives had inspired the Indian to give the gum the poetic name of "Caoutchouc," he profited little in his use of the tears of the weeping tree. The trees grew only in dense jungles; jungles often inundated by enormous floods from the rainy season; jungles, ever subjected to the extreme heat and attending diseases of a tropical sun; and jungles inhabited by the deadly boa constrictor and other dangerous forms of animal life. But for all these hardships, the Indian found no use for the gum except to bounce it and play with it. As centuries rolled on the civilized world could find no better use for the gum than the Indians' use. It was not edible, it was too sticky to be used in the making of clothing, and it was too soft to be shaped into tools or utensils. But in 1770, Priestly, the English scientist who discovered oxygen, found that the gum erased pencil marks from paper. Being anxious to tell of his discovery, he sent small cubes of the gum to his friends, calling them *rubbers,* and urging his friends to try their erasing powers. Priestly's use of the gum for erasing is the first recorded practical use of rubber, and from his description of the gum's ability to rub out pencil marks, the word rubber was incorporated into our language. From his time down to our own the Indians' gummy Caoutchouc has been known in its hundreds of different forms as rubber.

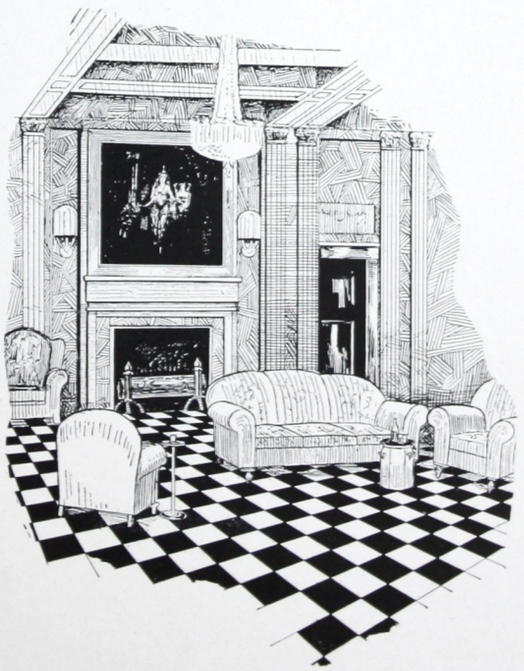
From Priestly's discovery to 1839, rubber was used with only indifferent success for many articles. It was

too soft and tacky in warm weather and too hard and brittle in cold weather, so it had no commercial value. Then, in 1839, Charles Goodyear discovered a process for vulcanizing rubber so that it held the same consistency in all weathers. From that time onward, rubber has been developed for thousands of uses which practically bring us from the cradle to the grave. The tires on which your car rolls—the soles and heels on which you walk—the belt drivers that turn the wheels of industry—balloons, airships, mechanical products by thousands, all became possible after the discovery of vulcanization.

This is a fascinating story, far more interesting than a fable, one that takes us from the Indian's impractical ball of "Caoutchouc" "Tear Drops" to the most practical and necessary articles of today. And with the development of the industry have come many heartbreaking scenes, rivaling in adventure the most surprising action of fiction, and surpassing in accomplishment the wilder dreams of the inventor. Nowhere, on the world's pages of industry, will be found a more interesting story than that of rubber.

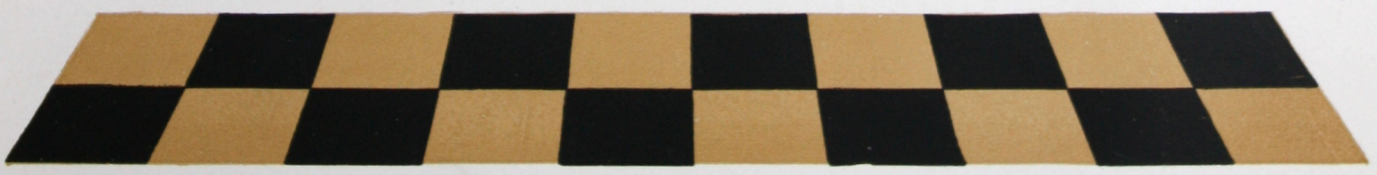
The perils of jungles that even today are not inhabited by white men, the hazards of transportation, the obstacles of manufacture—were all met singly, all fought to a finished fight, and all demanded their toll in human lives and human hearts. But the industry won! Today, you are enjoying the results of the industry's accomplishments. You live more comfortably because of rubber. You enjoy more of life because of rubber. You live longer because of rubber.

And the industry is not finished. Far from it! Developments, varied in their practical uses and far reaching in their influences are constantly being made in rubber! As late as today, we, The Republic Rubber Company, have perfected a flooring of rubber whose appearance, durability, and utility eclipse the wood, stone, or marble floors of yesterday!



This rubber tile is easier on the feet; easier to keep clean; it will not absorb dirt or dust; it is noiseless under the heaviest of traffic; it will not show scratches; and it is very pleasing to the eye—just as lustrous as the Caoutchouc "Tear Drops." And it will keep its lustre and keep its color. It wears smoothly and evenly and because of its wide range of colors and mottled grains, it offers decorative possibilities that even the finest of marble could not offer. But above all, it is practical.

It is far removed from the crude Caoutchouc ball of the Indian. It blends into the imposing architecture of the hotel lobby. In the lounge of the club it lends a sporting touch to the atmosphere of clubdom. In the rooms and corridors of hospitals it not only lays its gift of peace and quietness at the bedside of the sick and infirm, but it insures a modern sanitation as well. Throughout the office building it adds to the brisk air of business by being silent, efficient, yet capable of shouldering any load that will be placed upon it. In the counting room or foyer of the bank it eases the footsteps of the tellers and establishes the stability and permanence of the institution. For the art gallery it provides a beautiful setting of subduedness. For the theatre, apartment, department store, restaurant, shop, private home, show window, display case, or stairway, it combines utility with decorativeness. For the building superintendent it is one of his greatest helps because it cleans so easily and cannot chip, crack or break. For the building owner it is ever a source of pride and always a saver of dollars. And for the architect it is one of the joys of his life, a floor that offers the widest of decorative possibilities—a floor that will blend harmoniously into almost any decorative plan—a floor that can be procured in almost any color scheme—a floor that will be as artistic as the architect cares to make it; and yet withal, a floor that is practical—a floor from the Caoutchouc "Tear Drops." This is *Paralustre* and is more fully described on the following pages.



ID 89-87384 TCF

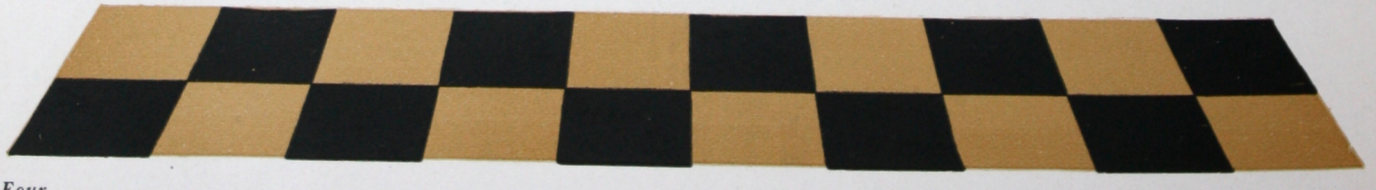
The Appearance of Paralustre

PARALUSTRE is made in thirteen different plain colors and twenty-eight different marbleized or mottled colors, a sufficiently wide range to blend with any decorative scheme. The inherent beauty of the lustrous rubber is tastefully accented by the delicate veins of marble running through it. And these veins run to the bottom of *Paralustre.* In its manufacture, the different colors are fused into one mass so that they actually run through every part of the rubber. *Paralustre,* then, will always present the same color it has when it is first laid, as the color is part of the rubber itself. It wears smoothly and evenly and never loses its appearance through wearing.

For Libraries

In libraries, where silence is desired, *Paralustre* is undeniably the perfect floor. Its use in reading rooms where concentration is always necessary makes it ideal as a means to allay bustle and the jarring sound of footsteps. It is likewise equally efficient for all public buildings where great numbers gather and where quietness, beauty and practicability are demanded.

Paralustre Tile comes in squares all machined to the same exact thickness so that the smooth and even appearance of the floor is maintained in all parts of the room. Because of our accurate manufacture, the joints must come flush to a hair line—so it will wear evenly. No ground fibre stock finds its way into a *Paralustre* Floor. Fibre wears to a fuzz in spots, absorbs moisture, holds dirt and germs and discolors easily. Pure rubber, of the percentage used in *Paralustre,* cannot wear to a fuzz, nor can it absorb water or dirt. The *Paralustre* Floor always looks clean, as it possesses no absorbent or adhesive material to hold the dirt. Being made of rubber, *Paralustre* is hard to scratch or dent as the rubber cushions the bruises or scratches. It cannot be stained by acids, alkalies, inks, sunlight, burning cigars, etc. Thus it is impossible for it to be of a ragged or an unkempt appearance. It always pleases the eye and always retains the lustre.



The Durability of Paralustre

THE great durability of *Paralustre* is due primarily to the large percentage of high grade rubber it contains. Also, the absence of cotton fibre or chalky materials prevents a rubbing friction that would wear by being merely walked upon. A piece of fibre imbedded in a rubber floor would shake itself loose and free itself from the rubber by any repeated floating movement within the elastic rubber. There is no fibre of any kind in *Paralustre*. The use of new rubber gives life and durability to *Paralustre*. Being new the rubber is resilient; it can absorb shocks; its elasticity prevents any physical changes from scrapings, scratches, dents, shoe nails, etc.; and our method of vulcanizing prevents any chemical changes by washing compounds, acids, sunlight, etc.

The probable life of a *Paralustre* Floor might be estimated, in a measure, by the wearing powers of an automobile tire. The thickness of *Paralustre* is of an equal thickness to the wearing surface of a 3½-inch tire, many of which run 20,000 miles. So, for comparison, we will take the average life as being 15,000 miles. Each mile the tire travels, it touches the ground 900 times. So for the 15,000 miles the tire would touch the ground 13,500,000 times. The tire, of course, supports over a ton weight; it is subject to a great gripping and propelling friction; it is constantly being worn by the snubbing of the brakes; it touches very rough surfaces; and it must face the sun, the rain and the snow. This simple example will illustrate the wearing possibilities of a *Paralustre* rubber tile floor. A *Paralustre* Floor, properly laid, should last forever.

For Banks

As a flooring installation in financial institutions *Paralustre* quickly appeals to the banker's sense of quiet dignity. Absolutely noiseless and of wide scope of design, color and pattern, the architect has a rich fund from which to draw for his floor conceptions. In the main banking room, in the private offices and in the teller's cage, *Paralustre* offers a range of possibilities not to be found in any other flooring.

The Utility of Paralustre

PARALUSTRE Floors are very easily cleaned. A damp cloth or mop will remove any dust or dirt that might collect upon them. Dirt, however, finds it hard to adhere to a *Paralustre* Floor, for there is nothing in the floor to which it may adhere. There is no fibre to which it may attach itself, no cracks in which it may hide, no hills or valleys on which it may rest. The surface of *Paralustre* is smooth, even and glossy, one that naturally repels dirt. It requires no waxing or oiling, but it holds its lustre without being polished. The polish is in the rubber—preserved by the great percentage of new fresh rubber used in the composition of *Paralustre*.

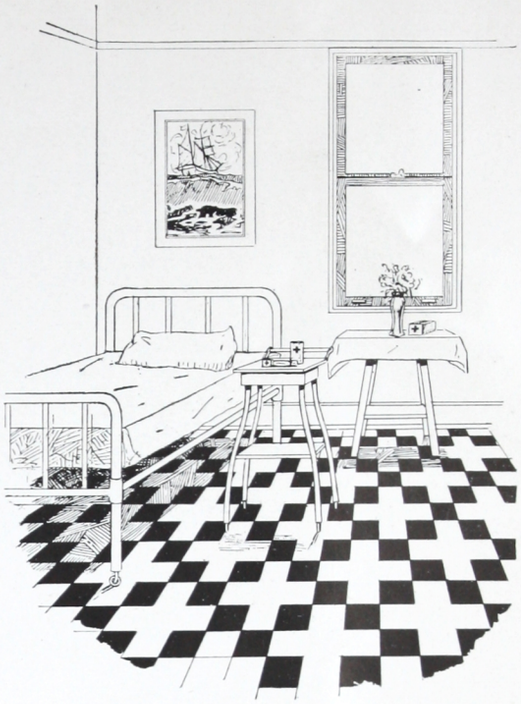
For Hotels

The architectural tone of a hotel may be heightened by the use of *Paralustre* on the floors. *Paralustre* is finding ready adaptation for the lobby, corridors, halls and stairways as well as in the assembly room, lounge and shops. It has a smartness that wins the traveler's approval and a utility that is permanent. Great hostelries of the world will find lasting service in *Paralustre* Floors.

Paralustre Floors are antiseptic and sanitary. Instead of secreting germs and bacteria, as does the ordinary floor, the glossy surface of *Paralustre* repels all germs and places them in full light where they can be easily and readily removed. *Paralustre* Floors are waterproof, there being nothing in their composition to blot up the water and hold it. They are also noncombustible. They can be washed or mopped like any floor, but they have the advantage over other floors of not carrying water to the under-floor. Neither will acids or alkalies have any tendency toward making them absorbent. The special manner of vulcanizing the rubber makes them practically immune from any further chemical changes, including staining from any source whatever. Should the replacement of a tile become necessary, it can be done without impairing the beauty of the floor as the colors have been standardized. The maintenance cost, then, of *Paralustre* Floors, is extremely low.

The Comforts of Paralustre

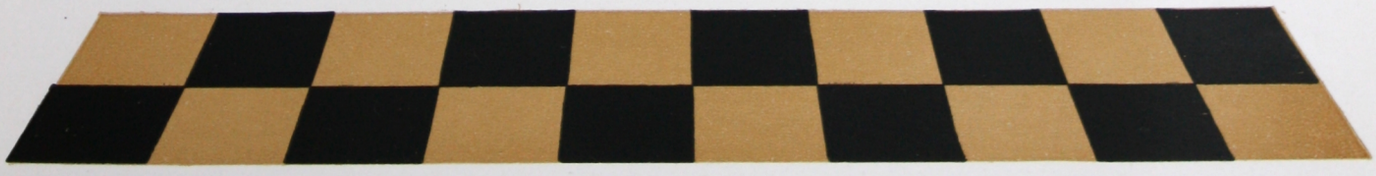
SILENCE and freedom from noise mean a great deal in this modern day, even where the bustle is greatest. *Paralustre* Floors are noiseless. They are non-resonant and non-vibrant. They muffle all noises and foot scrapings. A thousand footsteps could fall on a *Paralustre* Floor without one sound wave being vibrated. This is a decided advantage where concentration is necessary, and where the sounds of heavy-foot-traffic may attract the attention of the worker or the thinker. In hospitals, where nerves are at a high pitch, noiselessness in the flooring is a necessity. In offices, theatres, schools, libraries, corridors of hotels, banks, shops and stores, etc., the elimination of any undue noise is looked upon as a requirement of efficiency and comfort.



The new rubber used in *Paralustre* Floors insures resilience. This makes comfortable walking conditions, softening the footfall and conserving the energy of the walker. *Paralustre* Floors also insure safety to the step for they are non-slip. They are very easy on the eyes as the rubber absorbs light and carries it to the eye in a soft refraction. Stone and marble floors carry light to the eyes in a hard glare of reflection. What a difference to the eye between *Paralustre* and stone! And what a difference to the feet! Stone floors radiate heat and retain cold. A worker whose feet contacts with a stone floor becomes tired and foot sore on a warm day from the hot blasts radiated from the stone. And on a cold day, the feet become chilled from the coldness of the stone. All in all, *Paralustre* Floors are the most comfortable of any floor yet devised by man. They have the appearance, the durability and the utility of all other floors combined—but in addition to this, they are comfortable.

For Hospitals

In hospitals where the utmost attention is given to the rest and quiet of the sick and infirm, *Paralustre* Floors fill an absolute requirement. Throughout the entire building *Paralustre* muffles the footfall of visitor or the hurrying interne—without carrying a single sound vibration to the sick. Also the quiet dignity of the tile acts favorably upon the nerves.



The Decorative Possibilities of Paralustre

For Theatres

Paralustre Floors are particularly suitable for theatre lobbies, aisles and rest and lounge rooms. They blend perfectly with either subdued or bright lighting effects and lend a charm from foyer to stage that is at once apparent. Performances are never interrupted by the foot-scrapings of late comers because *Paralustre* Floors are noiseless.

The architect of today carries the period forms of architecture to a higher development than his English, French or Italian ancestors. Like the old masters, he demands that good taste be reflected in his decorations; yet he ever has an eye to the permanence and utility of the decoration as well. Happily, these two requirements are met in *Paralustre* Floors, for they blend a wide latitude of decorativeness with the sound practical principles of utility.

The standard sizes of *Paralustre* tile run from 4 inches square up to 27 inches square. With the tile, may be had a cove base of complementary color and also strips of tile in various lengths and various widths. The architect then, may work out any geometric design he desires. The different tints and shadings may also be used in the pattern of a geometric design. Plaid effects may be obtained, crosses, over-all patterns, high light tiles geometrically set in fields of color, plain checks, ensignas, any design the architect chooses.

The visual importance of the floor is so closely associated with the walls, ceiling, decorations and furniture that good taste demands that the floor flow into a harmony with these surroundings. And *Paralustre* Floors have this ability.

They can complete a decorative effect without attracting undue attention. They can relieve coldness from a low ceilinged room, and at the same time imply dignity. Or when a colorful floor is necessary to give warmth to an otherwise cold room, they can provide it.

They can infuse formality into an air of hospitality. Large or small sized *Paralustre* tile can be used to accentuate and scale the dimensions of a room by adding to its apparent size or emphasizing its dimensions. They can interpret with fidelity any ornamentation. When the architectural scale is heavy they can relieve it by a rich contrast of large sized tile; or when a restricted amount of decoration is desired, they can lose themselves to the eye.

The flexibility of *Paralustre* is as great as the architect's genius.

The Sizes, Kinds and Colors of Paralustre

Colors—*Paralustre* Tile is available in the following standard plain colors: Black, White, Light Red, Dark Red, Light Green, Dark Green, Light Blue, Dark Blue, Light Grey, Dark Grey, Gold, Mahogany, Pink. The standard mottled colors are: Black-White, Black-Gold, Black-Red-White, Black-Green, Black-Green-White, White-Black, White-Light-Green, White-Dark-Green, White-Dark-Blue, Red-Black-White, Red-Black, Dark-Grey-Black-White, Dark-Grey-Black, Dark-Grey-Black-Gold, Light-Grey-Black-White, Light-Grey-Black, Light-Grey-Black-Gold, Gold-Black, Gold-Black-White, Gold-White, Light-Green-White, Dark-Green-White, Light-Blue-White, Dark-Blue-White, Mahogany-Black-White, Mahogany-Black, Peacock, Tennessee Pink. While we list these colors as being standard colors, they are not by any means the only colors furnished. We will work out any color with any colored mottling to blend with any decorative plan.

Sizes of Tiles—The standard sizes of *Paralustre* Tile in squares are 4 inches, 6 inches, 9 inches, 12 inches, 15 inches, 18 inches, 24 inches, and 27 inches. Oblong sizes of 9x18 inches and 12x24 inches are also standard. Special sizes will be made when the volume justifies it.

Thickness—*Paralustre* Tile may be had in standard thickness of ¼ inch, $\frac{3}{16}$ inch and ⅛ inch. Special thicknesses are obtainable.

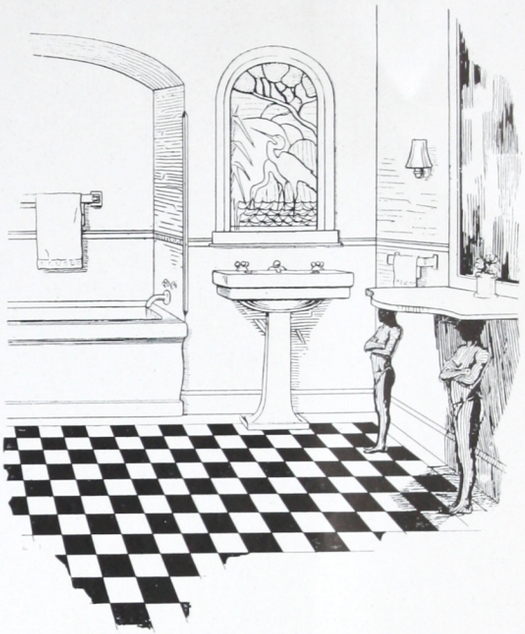
Weight—*Paralustre* Tile of ¼ inch thickness weighs approximately 2½ pounds to the square foot; $\frac{3}{16}$ inch weighs approximately 1⅞ pounds to the square foot; and ⅛ inch weighs approximately 1¼ pounds to the square foot.

Strips—For use as borders and long narrow design units, *Paralustre* Strips are available in all thicknesses and colors and are cut to any required widths and any required lengths up to approximately 4 feet.

Sheets—For use in corridors and large open spaces, *Paralustre* Sheets are available in all thicknesses and all colors of any required width up to 40 inches and any required length up to approximately 4 feet.

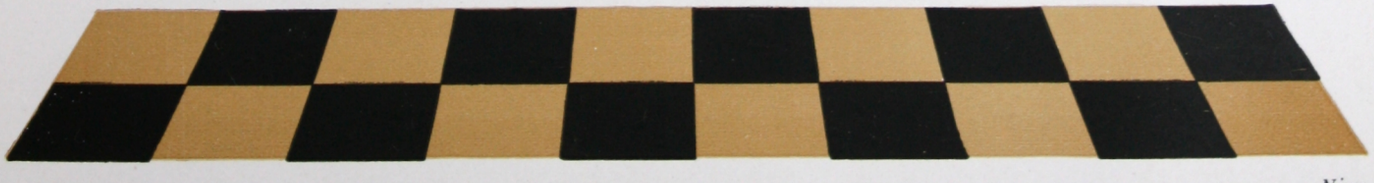
Stair Treads and Risers—Available in all colors and thicknesses in any desired sizes.

Cove Base—Is made to match the floor—all colors being available—and the thicknesses of the cove joint being the same as that of the tile, namely ¼ inch, $\frac{3}{16}$ inch and ⅛ inch.



For Bath Rooms

Paralustre Floors for bath rooms are ideal as the tile effect is particularly suitable for this use. Its immaculate appearance, its color possibilities and the fact that it is absolutely non-absorbent and stainless, make *Paralustre* a floor acceptable for home use in great halls, stairways, dens and in kitchens and pantries. *Paralustre* has a feminine appeal that is irresistible.



Specifications for Installing *Paralustre*

Concrete Sub-Floors

Concrete provides the most efficient and most economical sub-floor for *Paralustre* Tile Floors. The concrete sub-flooring should have a top layer troweled to a smooth finish and free from all irregularities. No pockets or crevices should be allowed to creep into the sub-floor as the rubber tile follows the shape of the floor exactly. It should not be figured that the rubber bond will overcome any imperfections in the sub-flooring. It will not. Minute care should be given to the sub-floor and it should have set permanently before any tile is laid over it. An air drying of twenty-one days will usually set the concrete permanently; but where it has been frozen the scale surface must be removed and it must be refinished to a smooth surface. Any moisture in the concrete will serve to loosen the bond of the concrete and the rubber, and it should be seen that no moisture is allowed to remain in the concrete sub-floor.

Inspection of Sub-Floor

After the concrete has hardened and set permanently, and just before the *Paralustre* Floor is to be laid over it, the sub-floor should be inspected. Some changes might have occurred in its contour while setting, or some damage may have impaired its smoothness. Any damages should be repaired and all sticking substances removed.

Inspection of Tile

Before laying the *Paralustre* Tile, all of the tile should be inspected at the same time. It is carefully inspected at our factory but it should be given an added inspection before laying it. We have made this tile perfectly so that it will make a perfect floor. Each tile is machined on each edge to the same exact size. Each tile is ground to the same exact thickness. The edges may have become dented in transportation. None but a perfect tile should be used as the flush hair line joints would be effected by a damaged tile.

The Cement Bond

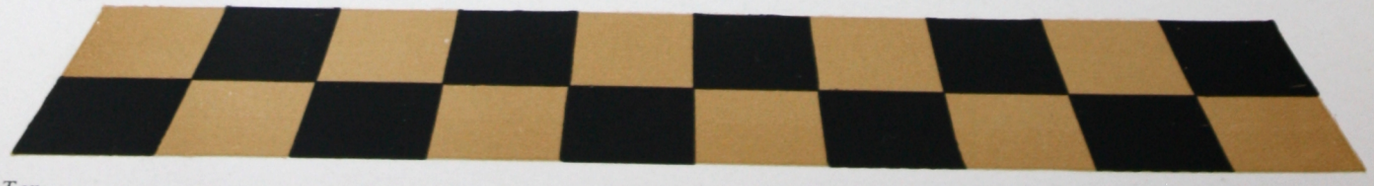
Paralustre Floors are permanently bonded to the sub-floor with Water Proof Rubber Cement. This cement sets in a perfect adhesion, yet it permits the flexing of the tile and at the same time creates a suction that forces each tile to remain in the exact place it has been set.

Laying Out The Job

Before the *Paralustre* Tile is laid, the area must be centered. When the center has once been determined, two plumb lines, (at right angles and crossing each other at the center of the area) should be set up. The laying must start from the center and work out to the walls, the edges of the tile following the plumb lines. If it is desired to have the tile set diagonally or if it is desired to have them set straight, this can be easily arranged by adjusting the plumb lines. The field should never be cut or skimped. If there are any changes in the pattern, such changes should be made at the borders and not in the field. In instances where a complication arises, time should be taken to lay out the tile, edge to edge, but without cement, so that the proper perspective of the whole floor can be gotten at a glance.

Laying The Tile

In laying the tile, only enough rubber cement for one tile should be spread. The tile should be set one at a time, although some workers successfully set four at a time. Rubber cement films very quickly and if too long a time has elapsed between the spreading of the cement and the setting of the tile, the bond will be imperfect. The tile should be laid as quickly as possible after the cement has been spread. A pushing backward and forward motion should be used in setting the tile. This slides it over the cement and evenly spreads the cement beneath the tile. After the tile has been set, any overflow of cement should be wiped away at once, as this will set hard and mar the appearance of the floor. The tile also should be laid edge to edge and no allowance should be made for a joint. After the tile has been laid it should not be walked upon for 24 hours.



For Wood Sub-Floors

Wood, as a sub-floor is subject to all atmospheric changes which causes a continual expansion and contraction. To overcome the effects this would have on a *Paralustre* Floor, a flexible sub-base is used between the wood and the *Paralustre* Tile. This sub-base is usually deadening felt, and it is bonded to the wood with a waterproof cement. The ends of the felt are butted, end to end, to insure an even surface. Then the *Paralustre* Floor is laid on the felt in the manner described for laying on concrete sub-floors.

Over Wood Sub-Base and Concrete Base

Paralustre Floors should not be laid on a wood floor which has a concrete sub-floor for its base. When wood is used between concrete and rubber, the wood floor is subject to a dry rot, which in time, will cause it to crumble and result in an uneven surface for *Paralustre*.

Floors Below The Grade

Sub-floors in basements should have special treatment for insulating against moisture. The material thus used should be covered with concrete, thoroughly dried and brought to a smooth finish. Then *Paralustre* may be applied successfully.

Cove Base

Paralustre Cove bases are used with *Paralustre* Floors to carry out the design and color of the floor. They are attached to a solid back rising at a 90 degree angle to the floor. The concrete sub-floor and the wall should be even and smooth, and furring strips should be placed to rest ¼ inch below where the top of the cove base will set. The cove base will come to a hair line, flush with the tile.

Sheets, Strips, Floor Treads, etc.

Paralustre sheets, strips, floor treads, etc., are to be laid in the same manner that *Paralustre* Tile is laid. Also, the same requirements of sub-bases holds true for them.

How to Estimate the Number of Tile Necessary

In estimating the number of tile necessary, the square feet surface of one tile is divided into the square feet surface of the area to be covered. This will give the number of tile necessary, and if the pattern is a plain check one, with two colors, the number of each color necessary will be half of the total number of tile. On complicated patterns, this same procedure is followed, except that the pattern is reduced to one unit, and the square foot surface of the unit is divided into the total square floor surface of the area to be covered. Thus, if a unit is composed of, say for instance, 4 black tiles, 4 gray ones, and a white one, the number of each tile necessary could be determined by multiplying the number of units by 4, 4 and 1. It is not necessary to make any allowance for joints, as they will come perfectly flush. But when ordering, an allowance of two per cent should be made for wastage and cutting at the borders. This allowance will also provide for any shortages that might occur through broken patterns, damages to edges or thicknesses, etc.

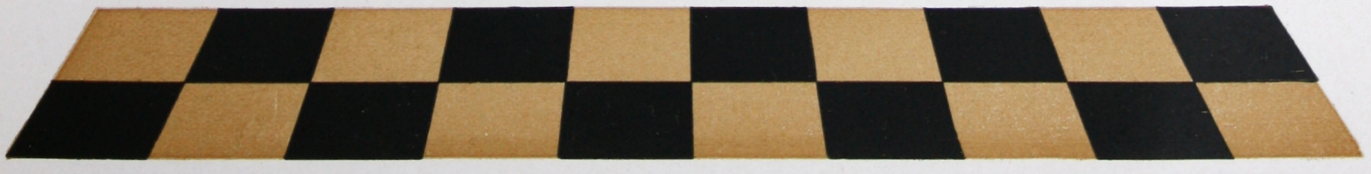
Shipments

A little extra time must be allowed when special sizes and colors are to be made up. Some of the standard sizes and most widely used colors are kept in stock, and on these, good factory delivery can be had. However, it is always best to write us about delivery.

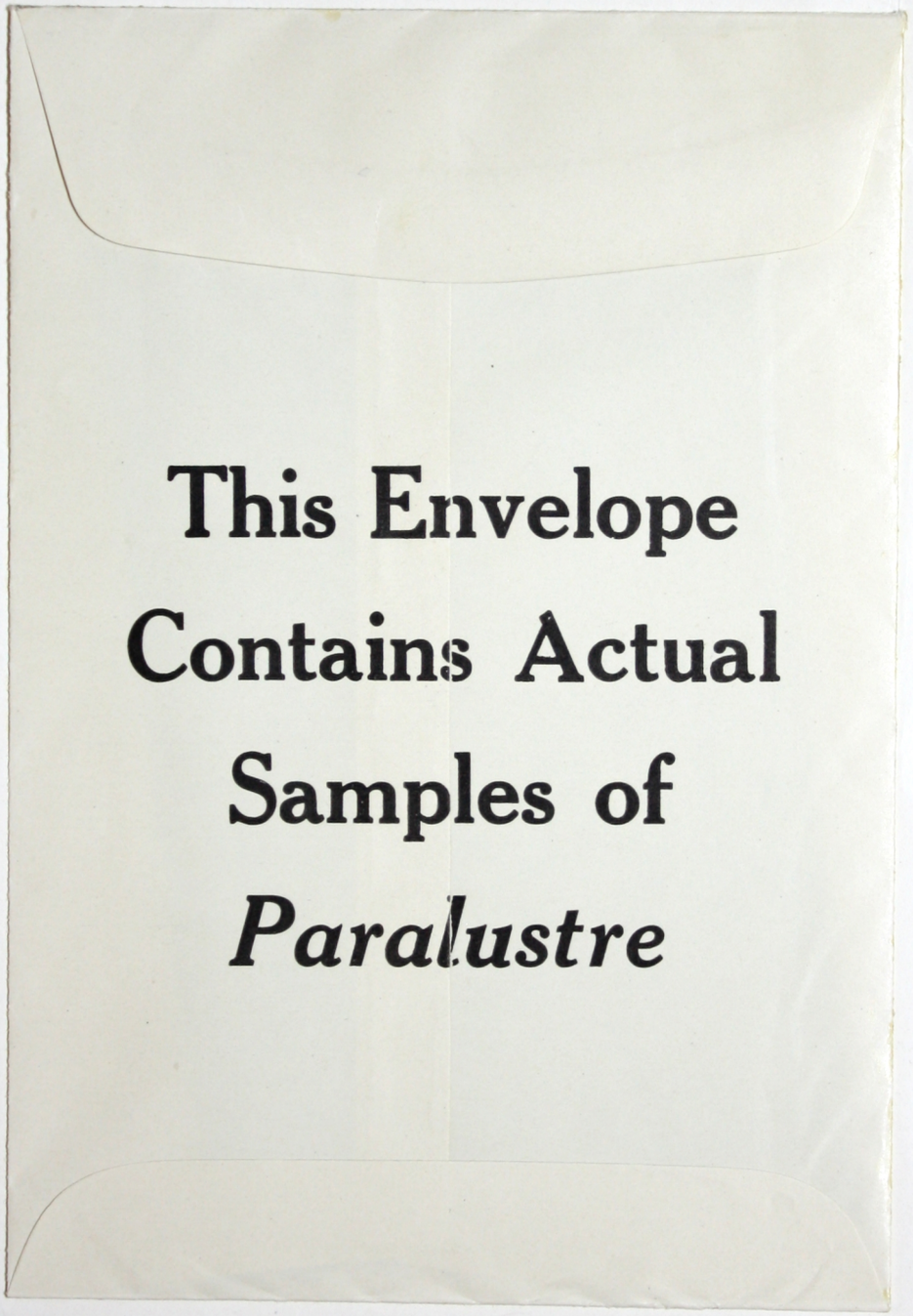
Help From The Factory

The Republic Rubber Co. are always ready and willing to co-operate with the architect or builder in furnishing any pattern or sizes of *Paralustre* Tile. The designer, therefore, may feel free to work out any special type of rubber floor he desires, for we will do our utmost to supply him with exactly what he wants.

Full instructions for the laying of *Paralustre* are included with each shipment.



MERRELL A. WOOD COMPANY
ADVERTISING
YOUNGSTOWN, OHIO


This Envelope
Contains Actual
Samples of
Paralustre